



## **CITY OF HAYWARD**

### **AGENDA REPORT**

AGENDA DATE 01/16/01

AGENDA ITEM 4

WORK SESSION ITEM \_\_\_\_\_

**TO:** Mayor and City Council

**FROM:** City Manager

**SUBJECT:** Authorization for the City Manager to Execute an Agreement with the Bay Area Blues Society to Produce a Blues Festival in Hayward

#### **RECOMMENDATION:**

It is recommended that City Council adopt the attached resolution authorizing the City Manager to execute an agreement with the Bay Area Blues Society to produce a Blues Festival in Hayward in 2001 and 2002.

#### **BACKGROUND/DISCUSSION:**

On July 8<sup>th</sup> and 9<sup>th</sup> 2000 the Bay Area Blues Society (Society) produced the Hayward-Russell City Blues Festival which was held at the Hayward City Hall. The festival included well-known blues and jazz artists, food and craft booths, car exhibits and a miniature train ride for Hayward's younger residents. The reaction that staff received from those who attended the two-day event was very positive and the festival was considered a successful community event. The Bay Area Blues Society, which produced the event last year, is seeking City authorization and funding to continue the festival into a second and third year.

The Bay Area Blues Society was founded in 1985 primarily for "the preservation and perpetuation of Blues, Jazz and Gospel music as a classical art form indigenous to America. In pursuing this goal the Bay Area Blues Society has formed several community partnerships to assist in producing musical events and to assist in community fundraising efforts. The Society was very instrumental in the production of three other Blues Festivals in Hayward in addition to last year's festival. Consequently, based on the Society's proven track record staff is recommending that the Bay Area Blues Society be contracted to produce a blues festival for Hayward in July of 2001 and 2002.

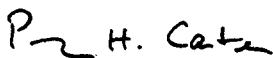
With respect to budgeting, the Blues Festival is budgeted for in the City's Community Promotion Budget, which is in the General Fund. The Community Promotion Budget provides funding for several community organizations and activities, such as the Blues Festival. When Council approved the first Blues Festival in the 1999/2001 Budget, it considered the fact that funding for another community organization was not renewed. The amount that the organization had been receiving was approximately \$40,000 per year. Unless Council takes other action the \$40,000 "freed up" in the 1999/2001 Budget could continue to serve as a funding source for the Blues Festival. As a result, funding the festival at the requested level would not increase the overall Community Promotions Budget.

In addition to seeking authorization to produce a festival in Hayward, the Society is seeking funding for 2001 and 2002. With respect to festivals for 2001 and 2002 the Society has indicated that a funding level of \$40,000 per year would allow the Society to produce a quality event. Staff has reviewed financial information submitted by the Society for the 2000 festival and discussed the event with Society staff. Based on this information staff is of the opinion that the request is reasonable.

Generally, an item such as this would be considered by Council during the budget process for the upcoming two year budget, which is 2001/2003. However, because the first festival will be held July 7<sup>th</sup> and 8<sup>th</sup>, 2001, just after the new fiscal year begins, and the extensive lead-time required to organize such an event, authority to expend funds for the July 2001 Festival must be sought now. For example, leading up to July of 2001 the Society will make deposits with artists and pay other expenses. The Society will rely on interim payments from the City to help finance these costs. Consequently, staff is requesting a budget appropriation of \$40,000 at this time in order to make payments for the festival to be held in July 2001. Because the festival for 2002 is over a year away funding for the second event may be authorized during the adoption of the 2001/2003 Operating Budget.

The Bay Area Blues Society is requesting and staff is recommending a two-year contract. A two-year contract is important to the Blues Society as bookings for acts can be made for more than one year. The Society points out that this makes the Hayward Festival more competitive in terms of securing top acts and artists. Staff would note, and the Society also understands, that a two-year contract would be subject to an annual funding clause and evaluation. This is true of all multi-year City contracts that require funding in future periods and recognizes that Council authorizes expenditures on an annual basis.

Prepared by:



Perry H. Carter, Finance and Internal Services Director

Approved by:



Jesús Armas, City Manager

# DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER TO  
EXECUTE AN AGREEMENT WITH THE BAY AREA BLUES  
SOCIETY TO PRODUCE A BLUES FESTIVAL FOR YEARS  
2001 AND 2002 AND AUTHORIZATING APPROPRIATION  
OF FUNDS**

WHEREAS, on July 8-9, 2000, the Bay Area Blues Society produced the Hayward-Russell City Blues Festival which was held at the Hayward City Hall and the festival was considered a successful community event; and

WHEREAS, the Bay Area Blues Society is requesting City authorization and funding to continue the festival into a second and third year and the Society has indicated that a funding level of \$40,000 per year would allow for production of a quality event; and

WHEREAS, staff has reviewed the financial information submitted by the Society for the 2000 festival and is of the opinion that the Bay Area Blues Society's request for City funding of \$40,000 per year is reasonable and, based on the Society's proven track record, staff is recommending approval.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute on behalf of the City of Hayward that certain agreement by and between the City of Hayward and the Bay Area Blues Society to produce a Hayward-Russell City Blues Festival at Hayward City Hall for the years 2001 and 2002, in a form to be approved by the City Attorney.

BE IT FURTHER RESOLVED that \$40,000 be appropriated from the General Fund, Undesignated Fund Balance, for the 2001 Hayward-Russell City Blues Festival and \$40,000 be appropriated from the General Fund, Undesignated Fund Balance, subject to budget approval, for the 2002 Blues Festival.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2001

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward